

Approval to install Advertising Signs Subordinate Local Law no. 1.4

Method to interpret Local Law

Use the simple 5-3-4 method to interpret Subordinate Local Law no. 1.4 – Installation of Advertising Devices and determine at a glance whether Council approval for signage is required.

A Quick Guide to Understanding the Local Law

Subordinate Local Law no.1.4 – installation of advertising devices is an easy to use guide to determine whether Council approval is required for any proposed signage.

Follow these three steps, known as the 5-3-4 Method, to determine at a glance whether you need to apply for permission to install certain advertising devices.

Step 1. – Determine your zone then check the table in Schedule 5

Visit our Customer Service Centre at Cleveland, Capalaba or Victoria Point, or telephone the Contact Centre on 3829 8999 to find out the zoning of the proposed location of the advertising.

Once you know the zone, check the table in Schedule 5 of the local law, which classifies advertising devices into three categories, to learn whether Council approval is required.

Self-permitted =	If the advertising device is deemed self-permitted AND also meets the criteria in Schedule 3 and Schedule 4 (<i>step 3 in the 5-3-4 Method</i>), no approval from Council is required.
Council assessable sign =	An application is required and is likely to be approved by council, with conditions.
Prohibited sign =	An application is required and is unlikely to be approved by council.

Step 2 – check criteria in Schedule 4

Schedule 4 lists certain locations where signs cannot be displayed, as well as the maximum size of signage and generally safety requirements.

An application is needed if the proposed sign does not meet the requirements of Schedule 4 – even if it is considered self-permitted in Schedule 5.

Step 3 – Check criteria in Schedule 3

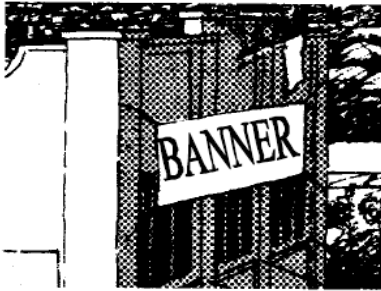
Schedule 3 defines the signs and sets out the prescribed criteria for installation, erection and display of the sign.

An application is needed if the sign does not meet the requirements of Schedule 3 – even if it is considered self-permitted in Schedule 5.

Examples of the 5-3-4 Method in practice are included over page

Example 1

John Smith wants to put a banner sign on the front of his shop on Smith Street.



Step 1

Smith Street is located in an Industrial Zone. The table in Schedule 5 shows a banner sign is self-permitted.

Zone categorization for advertising devices

Sign Description	Zone Category			
	Industrial	Centre	Environmental	Open Space
1 Animated Sign	●	●	x	
2 Balloon, Blimp, Kite, or Inflatable Sign	✓	✓	x	
3 Banner Sign	✓	✓	●	
4 Blackboard Sign	✓	✓	x	

Step 2

John Smith checks the criteria in Schedule 4 and determines the proposed banner complies.

Step 3

He then checks the criteria in Schedule 3 and learns that the sign must:

- not be illuminated;
- not have a face area in excess of 2.4m²;
- be displayed for a maximum period of 14 days within any 90 day period;
- be affixed flat to a structure that will accommodate wind loading for the area;
- not be affixed to a tree, street light pole or power pole;
- not be erected above the gutter line or on the roof of a building.

Mr Smith has looked at the criteria and determined that his sign complied. He does not need a permit from Council because Schedule 5 shows that sign is self-permitted and also meets the requirements of Schedule 3 and 4.

Example 2

Bill Blogs Pty Ltd wants to install bunting at their car sales yard in Blogs Street.



Step 1

Blogs Street is located in a Centre Zone. The table in Schedule 5 shows that bunting must be assessed by Council.

Zone categorization for advertising devices

Sign Description	Zone Category			
	Industrial	Centre	Environmental	Open Space
1 Animated Sign	●	●	x	●
2 Balloon, Blimp, Kite, or Inflatable Sign	✓	✓	x	●
3 Banner Sign	✓	✓	●	✓
4 Blackboard Sign	✓	✓	x	●
5 Boundary Fence Sign	✓	✓	x	●
6 Bunting Sign	●	●	x	x
7 Construction Project Sign	✓	✓	✓	✓

Step 2

Bill Blogs checks the criteria in Schedule 4 and determines the proposed bunting complied.

Step 3

He then checks the criteria in Schedule 3 and learns that the sign must:

- not be illuminated;
- be affixed to a structure that will accommodate wind loadings in the area;
- not be affixed to a tree, street light pole or power pole on a local government controlled area or a road;
- not be placed on premises more than 6m above ground level directly adjacent to the sign;
- placed wholly within the premises and not beyond the street front boundary of the premises. He also learns that council can ask for an engineer's certification of the installations.

Mr Blogs needs to lodge an application as per Schedule 5 to gain approval to install the bunting, even though he complied with Schedule 3 and 4.